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2010 Census Road Tour Slated to Arrive in Salisbury on Feb. 24

Portrait of America Motivational Tour Offers Largest Civic Outreach and Awareness Campaign in U.S. History

Salisbury, NC_February 18, 2010 – The City of Salisbury announced today that the 2010 Census Portrait of America Road Tour will be on display in Salisbury on Wednesday, February 24, 2010. The traveling Census awareness campaign will be stationed at the Salisbury-Rowan Community Action Agency, 1300 West Bank Street, from 9 am until noon. Launched January 4, 2010 from New York City's Times Square, the excursion includes thirteen road tour vehicles that will travel more than 150,000 miles across the nation for a total of 1,547 days. The tour encourages citizen completion of Census forms by sharing the positive impact that their participation can have on the local community.

Mayor Susan Kluttz, speaking on behalf of the Salisbury City Council, shares the importance of participating in the census count for local citizens. "Census data is utilized to reapportion congressional seats to states and census counts directly affect how more than \$400 billion in federal funding is distributed to state, local and tribal governments each year. In addition, census data guides local planning decisions, including where to provide additional social services, establish child care and senior centers, and build new roads, hospitals, schools and job training and community centers." Kluttz offers, "By participating in the census counts, our citizens will be embracing one of our cornerstones of democracy. The first U.S. Census was set in place not only to empower the people, but to ensure that communities receive the funding, support, and services that they deserve."

Identified as the largest civic outreach and awareness campaign in U.S. history, the Portrait of America Road Tour will stop and exhibit at more than 800 events nationwide. The tour is designed to motivate America's growing and increasingly diverse population to complete and mail back the ten-question census forms that arrive in mailboxes March 15-17. The Road Tour features a national vehicle, a 46-foot gooseneck trailer and twelve regional vehicles, cargo vans with 14-foot pull trailers. The national vehicle, nicknamed "Mail It Back," brings the benefits of participating in the 2010 Census to life through a visual, interactive representation of the 10-question census form. The regional vehicles offer a similar user experience, including GPS technology that allows visitors to track the tour online as it happens and through daily social media postings. Each of the thirteen tour vehicles is custom-designed, and provides state-of-the-art technology to provide information about the approaching Census count. Each vehicle has a unique name and theme that resonates with the region in which it will travel throughout the length of the

tour. Altogether, over three million people from across the nation will have the opportunity to share their stories and contribute photos through the tour, explaining why the census will make a difference in their communities. The tour offers a consistently changing “portrait of America” as it is captured during Road Tour events.

The 2010 Census is conducted to receive a count of everyone living in the United States. By law, everyone in the United States, both citizens and noncitizens, must be counted every 10 years. For more information regarding local awareness efforts underway in support of the Census, please contact Salisbury GIS Coordinator and 2010 Census Rowan-Salisbury Complete Count Committee Co-Chair Kathryn Clifton at 704-638-5246. Additional 2010 Census information may be secured by visiting 2010census.gov on the World Wide Web or by following the 2010 Census on Twitter (@2010Portrait), and on Facebook, MySpace, Flickr, and YouTube (/uscensusbureau).

The City of Salisbury is an equal opportunity employer with over 180 different job classifications and more than 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov. To receive updates regarding local initiatives, meetings, programs, and events, please join the City of Salisbury’s Facebook users group at www.salisburync.gov/facebook or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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